

MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY

The Downtown Development Authority Board held a regular scheduled meeting on January 7, 2016, at 11:00 a.m., in the Wayne Memorial Hospital Conference Room. Roll call was as follows:

Voting Members in Attendance:

Joe Ierardi
Pam Hightower
Rick Peel
Jennifer Reeder
Linda Lockley-Kelly
Kim Rozier

Non- Voting Members/Guests in Attendance:

City Manager, Mike Deal
Mayor David Keith
Building Inspector, Don Herrin
DDA Director, Maika Kicklighter
Secretary/Treasurer, Tracy Smith

The meeting was called to order by Chairman, Joe Ierardi.

The board discussed the old business regarding the DDA Fire Fund, which currently has a balance of \$4,477.62. Building Inspector, Don Herrin and Downtown Director, Maika Kicklighter will speak with building owner, Graham Williamson in regards to using the funds for signage for Grimes Insurance and the Computer Shop. They will also discuss with Williamson about a grand opening for the building and using the funds for marketing of the event.

Nominations were taken for a new Chair and Vice Chair. Pam Hightower was nominated for Chair and Jennifer Reeder was nominated for Vice Chair. Mr. Ierardi made motion seconded by Mr. Peel. With no further discussion, the board voted unanimously in favor of the following changes:

Chair of the Downtown Development Authority, Pam Hightower.

Vice Chair of the Downtown Development Authority, Jennifer Reeder.

DDA Basic Training was discussed. It is required, per DDA Bylaws, that new board members Jerilyn Bennett, Kim Rozier and Linda Lockley-Kelly must be trained within a year of their first meeting.

DDA Director, Maika Kicklighter discussed the 365° Total Marketing company. She shared with the group a marketing strategy DDA could move forward with, with the help of 365° Total Marketing. Total budget is approximately \$10,000. This includes SWOT Analysis, logo & tagline design and branding package. All board members approved for Downtown Director to move forward with 365° Total Marketing. A date for the SWOT Analysis will be emailed.

Chamber's Annual Gala "A Taste of Wayne" is March 31, 2016 at 7:00 p.m.

New downtown business, Callie's Wraps to open, tentatively, February 1.

Meeting was adjourned.

Tracy Smith
Secretary/Treasurer